

IN THE CLAIMS:

1. (Currently Amended) A method of defining customization for electronic visual content retrieved over an electronic connection, comprising:
 - (a) retrieving electronic visual content from a remote server to a local client, through an intermediary apparatus;
 - (b) locally editing the visual content at the local client by a user using a WYSIWYG editor, wherein said editor is a standard software used for displaying of content and wherein said editing does not require installation of software requiring user authorization and does not change content stored in said remote server;
 - (c) automatically generating at least one customization definition based on said editing, said customization definition suitable for automatic applying to said visual content; and
 - (d) modifying data provided at a later time according to the at least one customization definition for a presentation thereof at a plurality of local clients to a plurality of end users;
wherein the intermediary apparatus supports the editing of said visual content at the local client.
2. (Previously Presented) A method according to claim 1, wherein said retrieving comprises retrieving a tagged data file.
3. (Currently Amended) A method according to claim 2, wherein said intermediary apparatus is an HTTP intermediary.
4. (Original) A method according to claim 3, wherein said tagged data file is in a self-describing language.
5. (Previously Presented) A method according to claim 4, wherein said language is a hyper-text mark-up language.
6. (Original) A method according to claim 3, wherein said editor comprises an internet browser.

7. (Currently Amended) A method according to claim 3, wherein automatically generating comprises detecting changes in said visual content caused by said editing, after said editing is performed.
8. (Currently Amended) A method according to claim 7, wherein detecting changes comprises detecting changes using a hierarchical comparison of the electronic said visual content before and after the editing.
9. (Currently Amended) A method according to claim 3, wherein said intermediary apparatus comprises a proxy.
10. (Currently Amended) A method according to claim 3, wherein the intermediary modifies the retrieved visual content to allow at least one of said editing of the visual content at the local client or the automatically generating of the at least one customization definition.
11. (Currently Amended) A method according to claim 10, wherein said modifying of the retrieved visual content comprises marking at least some of said visual content as editable.
12. (Currently Amended) A method according to claim 10, wherein said modifying of the retrieved visual content comprises adding at least one control to said content.
13. (Currently Amended) A method according to claim 10, wherein said modifying of the retrieved visual content comprises adding at least one client side code module to said visual content.
14. (Previously Presented) A method according to claim 3, wherein automatically generating the at least one customization definition based on said editing comprises defining a spatial area to be customized.
15. (Original) A method according to claim 3, comprising overriding at least one automatically generated customization definition by said user.

16. (Original) A method according to claim 3, wherein said editing comprises editing without typing human understandable words.

17. (Original) A method according to claim 3, wherein said editing comprises editing by selection among choices.

18. (Original) A method according to claim 3, comprising manually defining at least one parameter of a customization definition.

19. (Currently Amended) A method according to claim 18, wherein said manually defining comprises defining different types of translation for different parts of said visual content.

20. (Currently Amended) A method according to claim 15, wherein said overriding comprises requiring an exact match of an element of said visual content to a definition, for a customization to be applied.

21. (Original) A method according to claim 15, wherein said overriding comprises allowing a match other than a one-to-one match to a definition, for a customization to be applied.

22. (Currently Amended) A method according to claim 3, wherein a customization definition is defined by a context in said visual content.

23. (Currently Amended) A method according to claim 22, wherein said context is an expression defining elements in said visual content to be part of the context.

24. (Original) A method according to claim 23, wherein said expression is a hierarchical expression.

25. (Original) A method according to claim 23, wherein said expression is an XPath or XPath-like type expression.

26. (Original) A method according to claim 25, wherein said expression is generated automatically.

27. (Original) A method according to claim 26, wherein said expression is generated in response to an editing activity.

28. (Previously Presented) A method according to claim 26, wherein said expression is generated in response to a marking by a user.

29. (Currently Amended) A method according to claim 22, wherein a context is defined based on a spatial location, during a display of the visual content, of a label associated with an element to be customized.

30. (Original) A method according to claim 29, wherein an association of a label and an element is identified using a browser-internal script which finds spatial positions of the labels and spatial positions of nearby elements.

31. (Original) A method according to claim 3, wherein said intermediary authorizes said user to perform said editing.

32. (Previously Presented) A method according to claim 1, wherein the at least one customization definition is passed from said client to said intermediary.

33-34. (Cancelled)

35. (Currently Amended) A method according to claim 1, wherein modifying data provided at a later time comprises modifying visual content requested by a second user.

36. (Previously Presented) A method according to claim 35, comprising deciding at least one property of said modifying based on information associated with a request by said second user.

37. (Original) A method according to claim 36, wherein said deciding comprises deciding if to apply a customization definition.

38. (Original) A method according to claim 36, wherein said deciding comprises examining a cookie at said second user.

39. (Currently Amended) A method according to claim 3, wherein modifying data provided at a later time comprises modifying dynamic visual content including at least one element whose visual content changes over time.

40. (Currently Amended) A method according to claim 1, wherein said modifying of visual content provided at a later time comprises determining a context.

41. (Original) A method according to claim 40, wherein determining a context comprises evaluating an XPath or XPath-like expression.

42. (Original) A method according to claim 40, wherein determining a context comprises determining spatial positions of labels associated with an element to be modified based on the customization definitions.

43. (Withdrawn) A method of editing content, comprising:

(a) requesting content from a first location;
(b) executing an editing application at a second location; and
(c) carrying out the editing at a third location, using a viewer for viewing said editing application, without installing software at the third location other than said viewer.

44. (Withdrawn) A method according to claim 43, wherein said second location comprises an HTTP-intermediary.

45. (Withdrawn) A method according to claim 44, wherein said viewer comprises a browser.

46. (Withdrawn) A method according to claim 44, wherein said editing application is automatically executed when a user at said third location attempts to edit an element suitable for editing by said application.

47. (Withdrawn) A method according to claim 44, wherein said application is executed in a manner which at least partially protects said HTTP-intermediary from access by said user.

48. (Previously Presented) A method according to claim 1, wherein said intermediary apparatus comprises an HTTP intermediary, comprising:

(a) an HTTP connection to a server;

(b) an HTTP connection to a user;

(c) a page modifying module operative to add at least one of code and controls to a page requested by said user from said server, said code or control adapted to facilitate at least one of editing and customization definition.

49. (Previously Presented) A method according to claim 48, wherein said HTTP intermediary comprises a page transformer adapted to modify retrieved pages on the fly based on saved customization definitions.

50. (Currently Amended) A method according to claim 1, wherein said WYSIWYG editor comprises a browser having downloaded thereto at least one client side code, said client side code adapted to at least one of allow editing of visual content and determine changes due to editing of visual content.

51. (Previously Presented) A method according to claim 1, wherein modifying data provided at a later time according to the at least one customization definition comprises modifying by an intermediary.

52. (Previously Presented) A method according to claim 1, wherein modifying data provided at a later time comprises modifying data provided by the remote server.

53. (Currently Amended) A method according to claim 1, wherein modifying data provided at a later time comprises modifying data identical to the electronic visual content whose editing resulted in the customization definition.

54. (Currently Amended) A method according to claim 1, wherein modifying data provided at a later time comprises modifying data different from the electronic visual content whose editing resulted in the customization definition.

55. (Currently Amended) A method of editing visual content, comprising:

- (a) requesting visual content from a first location;
- (b) executing an application at a second location which application is configured to modify said visual content; and
- (c) entering editing commands at a third location by a user, which commands cause said application to modify said visual content, said entering not preconditioned on the installation of software requiring user authorization other than a standard viewer or standard browser.